

215287

10/17/12

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Run On: OCT 17, 2012 12:59  
Requested by: Kristens

**Cost Factor:** CPX calculated using Gross

**Flight Dates:** OCT 22 2012 - NOV 5 2012

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## OCT 22 2012 - NOV 11 2012

Requested by: Kristens

**Worksheet:** (01937) TAXPAYERS AGAINST MONOPOLIES ISSUE 10-23

**Client:** (TAM) Taxpayers Against Monopolies  
**Product:** (TAM) Taxpayers Against Monopolies  
**Campaign:** Taxpayers Against Monopolies  
**Media:** Spot TV

<b>Estimate:</b>	(01937) Taxpayers Against Monopolies (TAM) 10-23	<b>Media Type:</b>	Spot TV
<b>Market:</b>	Grand Rapids-Kalamazoo-B.Cik		
<b>Cost Factor:</b>	C/Px calculated using Gross		

Vendor: WOOD-TV

**Flight Dates:** OCT 22 2012 - NOV 5 2012

Line	Program	Dpt-Len	Net/Aff	October							November					Total Units	Gross				
				Oct 22	Oct 23	Oct 24	Oct 25	Oct 26	Oct 27	Oct 28	Oct 29	Oct 30	Oct 31	Nov 1	Nov 2		Nov 3	Nov 4	Nov 5	Unit Total	A35+ Rig TRPS/CPP
0007	News 8 Sat 7am	WK-30	3																1	850.00	4.5
S	7:00A-8:00A	WK-30																		850.00	188.89
0008	Sat Today	WK-30	2																1	1,200.00	6.2
S	8:00A-10:00A	WK-30																		1,200.00	193.55
0009	News 8 Sun 7am	WK-30	3																1	950.00	5.5
Su	7:00A-8:00A	WK-30																		950.00	172.73
0010	Sun Today	WK-30																	1	1,600.00	7.2
Su	8:00A-9:00A	WK-30																		1,600.00	222.22
0014	Today Show	DT-30	3																5	900.00	3.8
M-F	9:00A-10:00A	DT-30																		4,500.00	236.84
0017	News 8 at Noon	DT-30	3																5	650.00	4.0
M-F	12:00P-1:00P	DT-30																		3,250.00	162.50
0019	Rachel Ray	DT-30	3																5	300.00	1.0
M-F	2:00P-3:00P	DT-30																		1,500.00	300.00
0020	The Doctors	DT-30	3																5	400.00	1.2
M-F	3:00P-4:00P	DT-30																		2,000.00	333.33
0021	Ellen	EF-30	4																5	600.00	2.2
M-F	4:00P-5:00P	EF-30																		3,000.00	272.73

# Avail Detail Report

OCT 22 2012 - NOV 11 2012

Worksheet: (01937) TAXPAYERS AGAINST MONOPOLIES ISSUE 10-23

Client: (TAM) Taxpayers Against Monopolies  
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Campaign: Taxpayers Against Monopolies  
Media: Spot TV

Estimate: (01937) Taxpayers Against Monopolies (TAM) 10-23  
Market: Grand Rapids-Kalamazoo-B.Crk  
Cost Factor: CPX calculated using Gross

Media Type: Spot TV

Vendor: WOOD-TV

Flight Dates: OCT 22 2012 - NOV 5 2012

Line	Program	October													November					Total	Gross	
Days	Times	Dpt-Len	Net/Aff	Oct 22	Oct 23	Oct 24	Oct 25	Oct 26	Oct 27	Oct 28	Oct 29	Oct 30	Oct 31	Nov 1	Nov 2	Nov 3	Nov 4	Nov 5	Units	Unit Total	A35+ Rig TRPS/CP	
0022	News 8 at 5p M-F	5:00P-5:30P	EN-30									1	1	1	1			1	5	1,600.00	6.3	
0023	News 8 at 530p M-F	5:30P-6:00P	EN-30									1	1	1	1			1	5	8,000.00	253.97	
0024	News 8 at 6p M-F	6:00P-6:30P	EN-30									1	1	1	1			1	5	1,600.00	6.7	
0025	NBC Nightly News (inside) M-F	6:30P-7:00P	EN-30									1	1	1	1			1	5	8,000.00	238.81	
0026	News 8 at 6 Sat	6:00P-6:30P	WK-30													*			1	2,250.00	8.2	
0027	News 8 at 6p Sun	6:00P-7:00P	WK-30														1		5	11,250.00	274.39	
0028	Inside Edition M-F	7:00P-7:30P	PA-30									1	1	1	1			1	5	2,250.00	8.5	
0031	News 8 at 11p M-F	11:00P-11:35P	LN-30										1	1	1			1	3	3,000.00	8.2	
0034	SNL	11:30P-1:00A	LF-30													1			1	3,000.00	8.5	
Unit Totals				13 14 14 13 5 4 14													74		88,125		255.73	

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